

- ◆ The City of Highland Village is located in the Lewisville Independent School District. The City is home for the following LISD schools: Christa McAuliffe Elem., Highland Village Elem., Heritage Elem. And Briarhill Middle School. The total enrollment for the 4 schools is approximately 2830 students. Edward S. Marcus High School serves the Highland Village students. Marcus is located on Morriss Rd. in Flower Mound. The Lewisville Independent School District office can be reached at 539-1551.
- ◆ Highland Village a Council/Manager form of government. There are 7 Councilmembers, elected at-large for a term of two years (we do not have districts) to represent the citizens. Other Boards and Commissions include: Planning and Zoning Commission, Park Board and Zoning Board of adjustment. The members of the Boards and Commissions are appointed by the Council for two year terms. City Council meetings are held on the 2<sup>nd</sup> and 4<sup>th</sup> Tuesdays of each month and are televised on the Public Access Channel 15 (if you are a resident of the City).
- ◆ Highland Village has a volunteer Fire Dept. currently with one paid member being Chief Glen Harris. The Dept. currently has 25 volunteers, including 10 EMT's (Emergency Medical Technician), 4 Paramedics and 2 ECA's (Emergency Care Attendant).
- ◆ Total employees (including Police Dept. and part-time) - 82.
- ◆ The Highland Village Police Dept. enjoys one of the lowest crime rates in the DFW metroplex. The Highland Village Police Dept. offers residents a "vacation watch" service when out of the City on vacation or other extended periods of time.
- ◆ City water is currently supplied by 4 water wells and surface water is provided by the Upper Trinity Regional Water District as well as (in the future) wastewater treatment.
- ◆ Kids Kastle is a community built park located adjacent to the newly completed Unity Park and between McAuliffe Elem. And Briarhill Middle School. Recently, Highland Village voters passed a bond election in the amount of \$1,850,000 for park improvements. Some of the proposed improvements include Phase 2 of Unity Park which includes lighting of the ball fields, 4 lighted tennis courts and restroom/concession facility, inland trail which includes approx. 3.5 miles of 12' wide concrete hike and bike trail to connect the various residential areas to recreational and public facilities.
- ◆ RE: Commercial Development - In November, 1995 Minyard Properties opened a 60,000 sq. ft. grocery store. The flagship store features a food court, branch bank, coffee bar, dry cleaners drop-off, sausage factory, post office and other customer services. In addition to Minyards, Highland Village continues to see interest in commercial and retail businesses locating along our "commercial corridor" FM 407.
- ◆ Highland Village is home of the Highland Village Lion's Club Balloonfest and Fair held each year the third weekend in August. The 3-day event attracts 40 - 50 balloons and crowds estimated near 30,000. The festival features arts and crafts booths, live entertainment, food vendors and carnival attractions. Activities include two "balloon glows" held at dusk on Friday and Saturday nights, a media flight and balloon races. This year marks the 11<sup>th</sup> year of the event to be held August 15, 16, & 17<sup>th</sup> at Copperas Branch Park on Lake Lewisville.
- ◆ Highland Shores is located in Highland Village and is the City's largest sub-division. Highland Shores offers amenities such as tennis courts, community centers, jogging paths and etc. for its homeowners. Highland Shores is responsible for the majority of growth in the City within the past 10 years and continues to grow with approx. 800 single family homes yet to build in the western portion of the City.

- ◆ Centex Homes has completed the Briarhill Estates III sub-division in the western portion of the City and has begun home construction in the Oaks of Highland Village located on Highland Village Road at Highland Shores Blvd. And the extension of Brazos Blvd. There have been several other developers over the years such as Murray Dev., McBee Corp., Sharp Properties, D. R. Cameron, etc.
- ◆ Highland Village is served by the following utilities:
  - \*Denton County Elec. Coop - (817)-430-1195
  - \*Lone Star Gas - 1-800-460-3030
  - \*General Telephone - 867-6028
  - \*TCI Cable - 539-0053
- ◆ Browning Ferris Industries (BFI) serves the City in solid waste pickup and curbside recycling. Pickup day is every Monday. Items to be picked up need to be placed at the curb by 7 a.m. on Monday (or the night before) to assure service. Recycled items are to be placed in "blue bags". These bags may be purchased at Food Lion or Minyard grocery stores. Other information concerning recycling can be found under separate cover in this packet. The phone number for BFI is 422-2341.
- ◆ The major employers are Henkels & McCoy (a utility contractor), MayDay Corp. (mfg. Aircraft bushings), the LISD, Minyards and Food Lion (retail grocery), First State Bank of Texas and the City of Highland Village.
- ◆ Universities and Colleges located within 30 miles are: University of North Texas, Texas Women's Univ., Northlake and Brookhaven (Dallas Community College District schools), University of Dallas, Collin County Community College (newly opened Frisco campus) and North Central Texas College (formerly Cooke City.)
- ◆ In a recent issue of "D" Magazine, the City of Highland Village was named the third best place to live of the top ten suburbs in the metroplex.
- ◆ The City is active in both the Lewisville and Flower Mound Chambers of Commerce. In the past year, the Highland Village Business Assoc. was formed & plans to continue holding quarterly luncheon meetings. The purpose is to bring the Business Community together to discuss issues of importance as well as provide a networking opportunity.
- ◆ The City is home to several service organizations such as the Highland Village Women's Club, Highland Village Lion's Club, Keep Highland Village Beautiful, the Newcomer's Club and various scout troops.

The following information is taken from the 1990 Census:

- ◆ Average age - 30.4 yrs.
- ◆ 33.1% over 18 yrs. of age
- ◆ 2.8% 65 yrs. or older
- ◆ 37.1% between 25-44 yrs. of age
- ◆ 87.4% married
- ◆ 92.8% families
- ◆ average income - \$62,038

**Administrative Staff:**

John Klaiber, City Manager	317-2558
Shari Kuykendall, City Secretary	317-2558
Chris Curry, Director of Public Works	317-2558
Alan Dickerson, Finance Director	317-2558
Sue Thompson, Community Development Coordinator	317-2558
Larry Finney, Building Official	317-2558
Don Franklin, Police Chief	317-6551
Glen Harris, Fire Chief	317-0890
Phil Warren, Utility Supt.	317-2989
Charles Mitchell, Park Supervisor	317-7430
Tim Huffman, Street/Drainage Supervisor	317-7430
Bill Parsons, Maint. Supt.	317-1365

This information updated as of 3-1-97 by Sue Thompson, Community Development Coordinator.  
Daytime number 317-2558.

**Mayor and City Council:**

Brad Jones, Mayor	Term expires, May 1998
Mertis LaVelle, Mayor Pro-Tem	Term expires, May 1997
Patrick Coon, Deputy Mayor Pro-Tem	Term expires, May 1998
Dean Bradsher, Councilmember	Term expires, May 1998
Paul Confer, Councilmember	Term expires, May 1998
Sharyn Opbroek, Councilmember	Term expires, May 1997
Glenn Mackie, Councilmember	Term expires, May 1997

## COMMERCIAL BUSINESSES

ART & FRAME SHOP  
HIGHLAND VILLAGE TOWN CENTER  
2240 F.M. 407 SUITE 116  
PHONE: 317-5890

BACKSTAGE DANCE CENTRE  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE RD.  
SUITE 450, PH: 317-6515

BETZ INDUSTRIAL  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE RD.  
SUITE 340 ph 317-2557

CALGON CLEANERS  
HIGHLANDN POINT #108  
1940 FM 407 PH: 317-8484

CAMERON, D.R. & ASSOCIATES  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE RD.  
SUITE , PH: 317-6089

COFFEE CONNOISSEUR,  
SUSAL GLEGHORN, OWNER  
HIGHLAND VILLAGE TOWN CENTER  
2250 FM 407  
SUITE 112 PH: 317-5599

DANNY'S VILLAGE MARKET  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE RD.  
SUITE 100, PH: 317-5700

DIXON, C. MICHAEL & ASSOCIATES  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE RD.  
SUITE 640 PH: 317-0608

DONUT PALACE  
HIGHLAND PLAZA  
1852 FM 407 PH: 317-6451

DR. DOOLITTLE VETERINARY  
HIGHLAND VILLAGE TOWN CENTER  
2250 FM 407  
SUITE 140 PH: 317-9310

DOUBLE TREE RANCH, Duncan DuVall  
310 HIGHLAND VILLAGE ROAD  
PH: 317-5000

ECKERD DRUG  
HIGHLAND POINT  
1952 F.M. 407  
PHONE: 317-2392

FIRST STATE BANK OF TEXAS  
HIGHLAND POINT  
1900 FM 407  
PHONE: 317-1234

FOOD LION (BILL MALUE, MGR)  
HIGHLAND POINT  
1950 F.M. 407  
PHONE: 317-2478

FROMAGERIES, BEL (Rick Scott)  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE RD.  
SUITE 550 PH: 317-2311

GK'S LAUNDRY & CLEANERS  
HIGHLAND PLAZA CENTER  
1862 FM 407 PH: 317-3333

GROTTO (Salerno)  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE RD.  
SUITE 500 PH: 318-0515

THE HAIR COMPANY  
HIGHLAND PLAZA  
1860 FM 407 PH: 317-3317

HAIR SYSTEMS  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE Rd.  
SUITE 560 PH: 317-3247

HALLMARK JEWELERS  
HIGHLAND PLAZA  
1848 FM 407 PH: 317-7076

DR. MATTHEW HARDIN, DDS  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE RD.  
SUITE 210, PH: 317-3000

HENKELS & McCOY  
4220 FM 407 PH: 724-1512

HIGHLAND ANIMAL HOSPITAL  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE RD.  
SUITE 200 PH: 317-5555

HIGHLAND FAMILY MEDICAL CENTER  
VILLAGE CREEK CENTER  
DR. GLASER & MAZWELL, D.O.  
2300 HIGHLAND VILLAGE RD.  
SUITE 210 PH: 317-1110

HIGHLAND GALLERY  
HIGHLAND POINT  
1940 FM 407, SUITE 110  
PH: 317-4997

HIGHLAND REALTY  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE RD.  
SUITE 660, PH: 317-0600

HIGHLAND VILLAGE MEDICAL ASSN.  
DRS. SWANHOLM, LINDEN & TILLEY.  
M.D.S  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE ROAD  
SUITE 600, PH: 317-0331

JANE'S HALLMARK CARD SHOP  
MARILYN LAWSON, OWNER  
HIGHLAND VILLAGE TOWN CENTER  
2250 FM 407, SUITE 100 PH: 317-0233

JUSTIN ROAD VETERINARY CLINIC  
HIGHLAND PLAZA  
1844 FM 407 PH: 317-7387

KC's BOUTIQUE, INC.  
HIGHLAND PLAZA  
1858 FM407 PH: 317-7387

KITTS, ROBERT, M.S., L.P.C.  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE RD  
SUITE 250, PH: 317-8482

DR. PAUL LIVELY, DDS  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE RD.  
SUITE 400, PH: 317-4030

MARTINIZING DRY CLEANERS  
HIGHLAND VILLAGE TOWN CENTER  
2250 FM 407 PH: 317-9171

MAYDAY MANUFACTURING  
(JIM NELSON)  
2400 FM 407, PH:317-7000

McCLURE, RONNIE, PHD, CPA  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE RD.  
SUITE 350, PH: 317-0529

McGREW, BRADLEY, CPA  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE RD  
SUITE 650, PH: 317-9575

MILLER, GEORGE INSURANCE  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE RD.  
SUITE 205 PH:317-2322

**HIGHLAND VILLAGE TOWN CENTER, SECTION ONE**

**Minyard Food Store  
& Post Office  
2240 F.M. 407  
Ph: 317-5662  
Pharmacy Ph: 317-5738**

**Nations Bank  
2240 F.M. 407, Suite 200  
PH: 318-1301**

**Minyard Properties Strip Center  
2250 F.M. 407, Highland Village, TX 75067**

**Mobil Station  
2290 F.M. 407, Highland Village, TX  
PH: 317-9599**

**Suite 100: Jane's Hallmark Card Shop  
Ph: 317-0233 Owner**

**Suite 106: Pro-Cuts  
Ph: 317-0322**

**Suite 108: Parcel Plus  
Ph: (817) 440-9566 (current contact)**

**Suite 112: Coffee Connoisseur  
Ph: 317-5599 Owner Susan Gleghorn**

**Suite 138: Tailor-Shoe Repair  
Ph: 317-2192**

**Suite 140: Dr. Doolittle Veterinary  
Ph: 317-9310**

**Suite 148: Martinizing Dry Cleaners  
Ph: 317-9171 Owner Marilyn Lawson**

MINYARD FOOD STORE & POST  
OFFICE  
HIGHLAND VILLAGE TOWN CENTER  
2240 FM 407 PH: 317-5662  
PHARMACY PH: 317-5738

NATIONS BANK  
HIGHLAND VILLAGE TOWN CENTER  
2240 FM 407, SUITE 200  
PH: 318-1301

NEW CHINA RESTAURANT  
HIGHLAND POINT  
1940 FM 407, SUITE 112  
PH: 318-1301

NFIB  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE RD.  
SUITE 240 PH: 317-2277

OCEANS N' AIR TRAVEL  
GREG & JOAN BRONDER  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE RD.  
SUITE 405 PH: 317-5051

OUSLEY VISION CENTER  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE RD.  
SUITE 330 PH: 317-3937

PANTINOS PIZZA  
HIGHLAND PLAZA CENTER  
1856 FM 407, PH: 317-9999

PARCEL PLUS  
HIGHLAND VILLAGE TOWN CENTER  
2250 FM 407  
SUITE 108 PH: 317-4966

PHOENIX PARTNERS  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE RD.  
SUITE 600 PH:

PLAZA DELI & SPIRITS  
HIGHLAND PLAZA CENTER  
1830 FM 407, PH: 317-4436

PREMIER LANDSCAPE & POOLS  
2060 FM 407 PH: 317-6719

PRO-CUTS  
HIGHLAND VILLAGE TOWN CENTER  
2250 FM 407, SUITE 106  
PH: 317-0322

RE/MAX CROSS COUNTRY REALTORS  
1990 JUSTIN ROAD  
PH: 317-9586

SEAL, DON (HAIR STYLIST)  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE RD.  
SUITE 560 PH: 317-2887

SHARP & ASSOCIATES  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE RD.  
SUITE 450 PH: 317-2244

SHEAR CUTS  
HIGHLAND POINT  
1940 FM 407 PH: 317-3302

SNAZZY CLEANERS  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE ROAD  
SUITE 410, PH: 317-0250

DR. HAL STEWART, DDS  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE RD.  
SUITE 440, 317-7666

SUBWAY SANDWICH SHOP  
HIGHLAND PLAZA  
1846 FM 407, PH: 317-1888

TAILOR-SHOE REPAIR  
HIGHLAND VILLAGE TOWN CENTER  
2250 FM 407, SUITE 138  
PH: 317-2192

WORKMAN, RICKY  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE RD.  
SUITE 660, PH: 317-4065

RONI L. TALAN, PHD  
LICENSED COUNSELOR  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE ROAD  
SUITE 230 PH: 317-1787

TALCOTT, ROBERT, DDS  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE RD  
SUITE 470 PH: 317-0551

TEXAS CUSTOM BUILDERS, INC.  
BOB SHACKELFORD  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE RD.  
SUITE 630, PH: 317-2300

TODAY VIDEO  
HIGHLAND POINT  
1940 FM 407,  
SUITE 100 PH: 317-8322

VILLAGE CREEK CAR WASH  
GREG SHARP,  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE RD.  
PH: 317-2525

VILLAGE WINE & SPIRITS  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE RD.  
SUITE 100, PH: 317-1700

VISTA ADVERTISING  
VILLAGE CREEK CENTER  
2300 HIGHLAND VILLAGE RD  
SUITE 540, PH: 318-2000

THE WINDOW PLACE  
HIGHLAND PLAZA  
1840 FM 407 PH: 318-1045



**EXHIBIT 3**



ECONOMIC AND BUSINESS DEVELOPMENT

# OVERTON, TEXAS

## 1997 COMMUNITY PROFILE

### LOCATION

State of Texas  
County of Rusk/Smith (less than 5%  
in Smith)  
City of Overton

NW corner of Rusk Co.; NE corner of  
Smith Co.; 11 miles south of I-20

### POPULATION

	City	County
1996 (est.)	2,400	43,735
1990	2,105	43,735
1980	2,430	41,382
1970	2,084	34,102

### TAXATION

Tax Rate (Per \$100 Assessed Value)

Rusk / Smith County	\$ 0.49770 / 0.23631
Overton, City	0.71368
Overton ISD	1.48000
Special Districts	0.16298 / 0.12230
Total	\$ 2.85436 / 2.55229

Municipal sales tax: 1 %  
State sales tax: 6-1/4 %  
Eco. Development Sales Tax: 1/2 %  
Other sales taxes: %

### GOVERNMENT, CITY

Type: Mayor/City Manager/Council  
Number on council: 5  
Municipal police: 5 - paid; 5 - reserve  
Paid firemen: 0  
Volunteers: 25  
Insurance key rate: \$ 0.33  
City zoning body: Yes  
Master plan: Continue pursuing  
economic growth & development

### UTILITIES

#### ELECTRIC POWER

Southwestern Electric Service Company  
(SESCO)  
Reliability: 98%  
Total capacity: 92,000 KVA  
Reserve at system peak: 60 MG  
Transmission voltage: 69 KV 138 KV 345 KV  
Service voltage: 120/208 120/240 240/480  
277/480

#### NATURAL GAS

Entex  
BTU content per cubic foot: 300 - 350 PSIG

#### TELEPHONE

United Telephone / Sprint  
Digital: Yes  
Analog: No  
ElectroMechanical: No  
Make and model: Northern Telecom  
Software level: Not available  
Fiber optics: Yes  
Switched 56 KBPS: Yes  
High capacity digital (T-1): Yes  
Digital data service: Yes  
911: Yes  
Other network/special service: standard  
customer calling service; equal access

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**UTILITIES (continued)**

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**WATER**

Supplied by: **City of Overton**  
Source: **Three wells**  
Maximum system capacity (daily): **500 gallons per minute**  
Maximum daily use to date: **310,000 gallons**  
Pressure on mains: **55 PSI**  
Storage capacity: **550,000 gallons**  
Size of mains: **2" - 10"**  
System looped: **Yes**  
Projects under construction:

**SEWER SYSTEM**

Type treatment plant: **Oxidation Ditch**  
Maximum capacity: **300,000 gallons**  
Maximum daily use to date: **250,000 gallons**  
Projects under construction: **Upgrade sewer plant to 600,000 gallons per day**

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**EDUCATION**

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**Overton Independent School District**  
Public school budget: **\$ 3,354,902**

	Schools	Enrollment
Elementary		<b>266</b>
Intermediate		
Middle/Jr. High		
High schools		<b>216</b>
Private		

Area universities/colleges:

**Kilgore College, Kilgore**  
**Texas College, Tyler**  
**Tyler Junior College, Tyler**  
**University of Texas at Tyler**

State Industrial job training: **Yes**  
Vocational-technical education programs available: **Yes**

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**TRANSPORTATION**

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**AIR SERVICE**

Nearest airport: **Gregg County**  
Runway length: **10,000 ft.**  
Runway surface: **Asphalt**  
Lighted: **Yes**  
Fuel: **Yes**  
Instrument landing system: **Yes**  
Future plans:  
Nearest commercial air service: **Gregg County**  
Distance: **14 miles**

**FREIGHT CARRIERS**

**Central Freight, P-I-E International, Roadway Truck Lines, Transcon Lines, United Parcel Service**

**RAIL**

**Union Pacific Railroad**  
Piggyback service: **Yes**; Switching: **Yes**

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**COMMUNITY INFORMATION**

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**HEALTH CARE**

Total hospital beds in city: **0**  
Total doctors (medical) in city: **3**

**MEDIA**

Papers: **1 - weekly**  
Radio stations:  
TV stations: **Local**; TV cable: **Yes**

**CHURCHES**

**13 - Protestant; Catholic (11 miles); Synagogue (25 miles); Episcopal (11 miles)**

**COMMUNITY INFORMATION (continued)****INCENTIVES**

Tax abatement: **No**  
 Enterprise zone: **No**  
 Industrial foundation: **Yes**  
 Foreign trade zone: **No**  
 Reinvestment zone: **No**  
 Freeport exemption: **No**  
 Other:

**RECREATION**

Parks: **Overton City Park**  
 Area lakes: **Overton City Lake**  
 Country clubs: **0**  
 Health centers: **Yes**  
 Public golf courses: **Yes**  
 Theaters: **0**  
 Tennis courts: **Yes**  
 Other: **Community Building,  
 swimming pool, complete RV  
 hook-ups**

**CLIMATE**

Annual average temperature: **65°**  
 Mo. average high temperature: **95°**  
 Mo. average low temperature: **50°**  
 Annual average precipitation: **44"**  
 Annual average snowfall: **.0"**  
 Elevation:

**FINANCE**

**Citizens National Bank (branch)**  
**First State Bank (main)**  
**Overton Economic Development  
 Corporation**

**OTHER**

Libraries: **Yes**  
 Hotel rooms: **0**  
 Motel rooms: **21**  
 Bed and breakfast facilities: **1**

**WAGE DATA**

Occupational Title	Entry Level	
	Slow	High
Production Classifications:		
Drill Press Operator	4.75	7.48
Electronics Assembler	4.75	7.48
Electronic - Component Processor	4.75	10.00
Semiconductor Processor		
Etched-Circuit Processor		
Toolmaker and Related Occupations		
Welder, Production	4.75	13.00
Sewing Machine Operator, Garment	4.75	6.50
Machinists and Related Occupations	4.75	10.69
Janitor, any Industry	4.75	7.00
Truck Driver, Light, any Industry	4.75	12.28
Office, Clerical and Technical:		
Shipping Clerk	4.75	8.50
Stenographic or Secretarial	4.75	11.25
Computer Operator	4.75	12.00
Accounting Clerk	4.75	12.00

## MAJOR AREA EMPLOYERS

FIRM NAME	PRODUCT	EMPLOYMENT	UNION AFFILIATION
B.M. Moore Pre-release Facility	Prison	150	
Overton Health Care Center	Nursing home	100	
Texas A&M Research & Extension Center	Agricultural	80	
Overton ISB	Education	80	
J.W. Green Contractors	General oil field	70	
Northeast Texas Treatment Center	Substance abuse	35	
Reliable Construction	Oil field	30	
Brookshires Food Store	Grocery	27	
First State Bank	Financial	22	
Pope & Turner, Inc.	Furniture/hardware	18	



**SOUTHWESTERN  
ELECTRIC  
SERVICE  
COMPANY**

A Subsidiary Of Texas Utilities Company

Economic and Business Development Department

1-800-421-2489

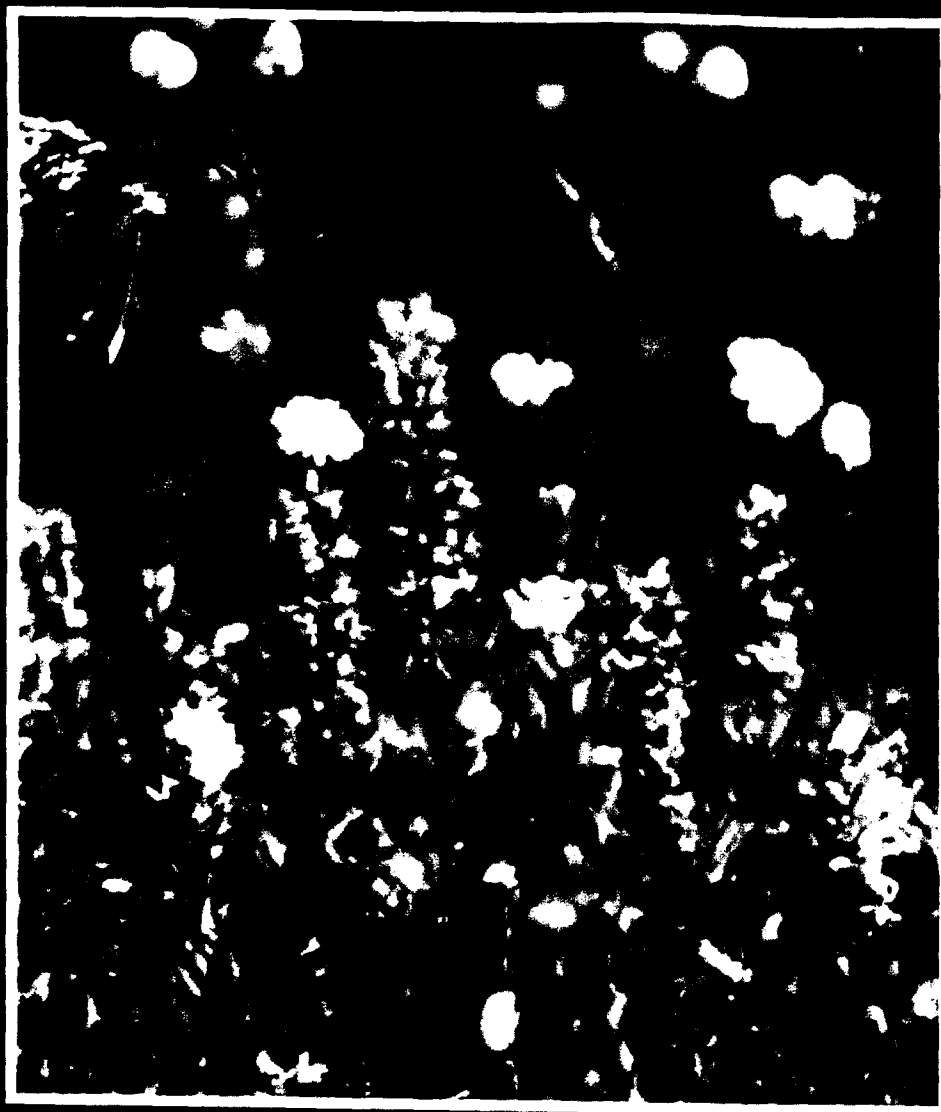
# Overton

July  
1996

Area Code  
903

Listings for  
the Areas of:

Arp  
New London  
Overton  
Price  
Troup



- Include the Area Code on all Long Distance Calls
- Recycle Me in July 1997



It's Always Working.™



**Sprint**

## OVERTON

### POPULATION (1990 CENSUS)

Trade Area 12,000  
City 2,105  
County 43,735

### GOVERNMENT

Mayor-Council-Manager  
Police Department 4 full officers, 3 dispatchers, 6 reserves, one K-9 unit, 3 radio equipped patrol cars, 6 pieces of fire equipped trucks, 26 volunteers, 20 man volunteer rescue unit, fully equipped truck, boat resuscitator, tools, etc., EMS with 2 fully equipped ambulances.

### TAX RATE

	Rate	%Valuation
City	.71271	100%
County, State and Special	.33170	100%
Schools	1.59	100%
Kilgore College	.13831	100%
City Sales Tax 1 1/2%, State Sales Tax 6 1/4%		

### GENERAL

Active Chamber of Commerce  
Overton Industrial Foundation, Inc., ready to help industry.  
Industrial Site, 7 ac.  
First State Bank, over assets \$55,188,642.00  
Citizen's National Bank assets \$251,314,831.00  
2 medical clinics  
1 dentist, 1 chiropractor.  
Overton Press, weekly newspaper.  
60 unit low rent housing facility.  
70% home ownership.  
8 churches of 6 denominations.  
25 spot Tourist Trailer Park.  
102 Bed Convalescent Home.

### EDUCATIONAL

1 Elementary, 1 Junior-Senior high fully accredited by Texas Education Agency & Southwest Association of Schools & Colleges.  
49 employees.  
Kilgore College Demonstration Farm. 3 employees  
Nearby: Kilgore College 12 miles. Tyler Junior College 23 miles.  
Stephen F. Austin State College 57 miles.  
State 2 year Senior College at Tyler, 21 miles.

### RESEARCH

Texas A&M University Agricultural Research and Extension Center at Overton, 60 miles.

### RECREATIONAL-CULTURAL

Two City lakes covering 38 acres, park with picnic, playground area, restrooms.  
Excellent 9 hole golf course, modern swimming pool, Little League ball park.  
Air conditioned community building.  
Public library in modern building.  
Rotary club meets Friday noon in community building.  
Queen Price Garden Club  
Rodeo Arena  
Annual Bluegrass Festival-2nd week in July.

### INDUSTRIAL

Overton Industrial Foundation has 7 ac. of land suitable for industry with one plant (Champs Inc. - Sign manufacturer - five employees) in use. Is ready to assist in financing additional land and buildings.

Overton Industrial Development Corporation. Chartered to assist on issuance of Revenue Bonds.  
Economic Development Committee.

### Other Commercial Services:

Air Conditioning Contractors	Oilfield Trucking
Building Construction Contractors	Optical Service
Dirt Moving Contractors	Pipeline Contractors
Electrical Contractors	Plumbing Contractors
Oil Service Contractors	Pulpwood Buyers
	Sawmill for Railroad Ties

### LABOR

Labor supply adequate, additional supply available within commuting distance, pay scales compare favorably with surrounding area scales.

### AGRICULTURE, NATURAL RESOURCES

Coastal Bermuda and other grasses, cow-calf operation and stocker cattle, general agriculture staging a come back and improvement. Clays and iron ore gravels for road construction.

### UTILITIES

Electric - Southwestern Electric Service Company.  
Telephone - Sprint of Texas.  
Water - Municipal wells. (Dormant Water District)  
Insurance - Second Key Town, Key rate 41¢-5% credit.  
Television - Troup-Overton Cable Co.  
Water and Sewer and Garbage rates.

### TRANSPORTATION

Tex-Pack Express  
East Texas Motor Freight  
Metro Airways service at Gregg Co. Airport  
UPS

### GEOGRAPHICAL & CLIMATE

Located in Northwest corner of Rusk County, partly in Smith County. Mean ave. temp. 66 deg.  
Avg. rainfall 45" per yr. Altitude 480'.

**FOR ADDITIONAL INFORMATION CONTACT  
OVERTON CHAMBER OF COMMERCE  
BOX 6 - OVERTON, TEXAS 75684  
903-834-3542**

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## Zip Codes

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New London (895) .....	75682	Troup (842) .....	75789
Overton (834) .....	75684		

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### ► ABORTION INFORMATION

See Clinics; Also Clinics-Medical; Also Social Service Organizations

### ACCOUNTANTS

SAMPSON FINANCIAL SERVICES

914 W Duval Troup ..... 842-4694



### ACCOUNTANTS CERTIFIED PUBLIC

GAY THOMAS S CPA

Ofc 101 N Alabama Troup ..... 842-3007

### ► ACCOUNTING & BOOKKEEPING SYSTEMS

See Accounting Service; Also Bookkeeping Service





# **ENGINEERING STATEMENT**

In Support of a

## **COUNTERPROPOSAL**

Channel 291A, Pauls Valley, OK  
MM DOCKET 97-84, RM-9021  
DYNAMIC BROADCASTING, INC.  
EAST TEXAS BROADCASTING, INC.  
BOWIE-NOCONA BROADCASTING COMPANY, INC.

## **C O N T E N T S**

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# **ENGINEERING STATEMENT**

In Support of a

## **COUNTERPROPOSAL**

Channel 291A, Pauls Valley, OK  
MM DOCKET 97-84, RM-9021  
DYNAMIC BROADCASTING, INC.  
EAST TEXAS BROADCASTING, INC.  
BOWIE-NOCONA BROADCASTING COMPANY, INC.

This engineering statement is offered in support of a counterproposal in MM Docket 97-84. The instant counterproposal is submitted by Dynamic Broadcasting, Inc. licensee of KORQ-FM Abilene, Texas ("KORQ"), East Texas Broadcasting, Inc., licensee of KPXI(FM) Mount Pleasant, Texas ("KPXI") and Bowie-Nocona Broadcasting Company, Inc., licensee of KRJT-FM ("KRJT") Bowie, Texas. When referring to all of the petitioners in unison they will be designated as "Joint Petitioners."

The Joint Petitioners are offering a counterproposal in the above captioned proceeding to: 1) upgrade the licensed facilities of KRJT-FM from channel 264C3 to channel 264C; 2) relocate KORQ to another antenna site which allows for a channel change and the potential to operate as a maximum class C; 3) relocate KPXI(FM) Mount Pleasant, Texas, to Overton, Texas, in order to provide a first local service to that community and increase the number of people it serves inside its 60 dBu contour.

In order to facilitate this scenario, channel 265C2 must be deleted at Sulphur, OK and channel 291A substituted there. Presently 291A is being proposed as a third local service at Pauls Valley, Oklahoma. **Therefore, this**

counterproposal is mutually exclusive with the NPRM (DA 97-412). The Joint Petitioners have previously reached a working agreement with the licensee of KFXT and therefore there are no forced channel changes or show cause orders required.

Each FM facility change proposed in the Joint Petitioners' Counterproposal is discussed separately. The nature of each station's change is shown by an allocations study at the proposed allocation site. In addition, US Census Bureau Tiger maps depicting the proposed allocation site and the respective class 70 dBu contours are included in all community of license and channel change proposals as are maps depicting gain (loss) areas in population and land area. In loss areas created by downgrading or antenna site moves, maps depicting a minimum of five remaining services are also included.

**DELETING KRJT CH 264C3 @ BOWIE, TEXAS**  
**& SUBSTITUTING CH 264C @ HIGHLAND VILLAGE, TEXAS.**

KRJT presently operates on channel 264C3 licensed to Bowie, Texas. The instant counterproposal proposes to delete channel 264C3 at Bowie, relocate the antenna reference coordinates 33.52 kilometers southeast (140.0°), upgrade to a class C and substitute channel 264C to Highland Village, Texas, for use by KRJT. Highland Village is located 57.08 kilometers (@ 129.8°) from the KRJT reference coordinates. KRJT will provide more than adequate 70 dBu

service to all of Highland Village since the maximum 70 dBu service for a class C is 67.7 Kilometers.

Exhibit E, Figure 1 is an allocations study of channel 264C at the KRJT reference coordinates. This study depicts all of the necessary changes for the proposed Highland Village allocation. KPXI(FM) Mount Pleasant, Texas, presently operates on channel 264C. The instant counterproposal proposes to delete this channel at Mount Pleasant and substitute channel 264C2 at Overton, Texas, as a first local service. The spacing from the KRJT upgrade site to KPXI as a C2 at Overton is listed in this exhibit which depicts a spacing clearance of 4.15 kilometers. The KPXI modification is discussed in detail in the Overton section of the statement.

KFXT(FM) Sulphur, Oklahoma, appears in the KRJT allocations study in two forms; 1) as a class C3 one step construction permit, and, 2) as a licensed class A. According to prior agreement with the licensee of KFXT, the class C3 construction permit is being forfeited. Additionally, the licensee has agreed to a channel change to 291A at a new antenna site. This is discussed in detail in the KFXT (Sulphur) section of the statement.

KORQ(FM) Abilene, Texas, presently operates on channel 264C. The instant counterproposal proposes to change the KORQ channel to the first adjacent channel of 263C and relocate its antenna site 7.55 kilometers (134.2°). The licensee of KORQ, Dynamic Broadcasting, Inc., is a party to

the instant counterproposal and desires to relocate in order to have the potential of a taller antenna structure. The spacing from KRJT upgrade reference coordinates to KORQ on channel 263C is included in Exhibit E, Figure 1. It depicts a clearance of 22.34 kilometers. Therefore it is of no spacing concern. Additional data related to the proposed KORQ channel change is discussed in detail in the KORQ (Abilene) section of the instant statement.

The spectrum changes listed above are the only allocations modifications which are needed in order to upgrade the KRJT licensed facilities.

Exhibit E, Figure 2 is also an allocations study for the upgrade of KRJT. It is identical to the study in Exhibit E, Figure 1 with the exception of the references to the spacing to the community of Bowie. In the event the Commission should find that 264C should not be allotted to Highland Village, the Joint Petitioners propose to utilize the same antenna site (allocation reference coordinates) for Bowie.

Exhibit E, Figure 3 is a computer generated map using a V-Soft "Interdlg" program. The 60 dBu of the existing KRJT is depicted, as is the proposed maximum class C facility. As shown by the exhibit, there is no loss area since the present KRJT 60 dBu is entirely inside the proposed 60 dBu. Presently KRJT provides 60 dBu service to 4,636.2 square kilometers whereas the proposed facility will provide

service to 26,475.0 square kilometers, or an land area gain of 21,838.8 square kilometers.

Exhibit E, Figure 4 is a population study depicting the present number of persons in the present and proposed KRJT 60 dBu contours. According to the study, KRJT presently provides service to 29,674 persons while the instant counterproposal provides service to 2,184,876 persons. Therefore, the instant KRJT counterproposal will provide a new service to 2,155,202 persons.

Exhibit E, Figure 5 is a US Census Bureau Tiger Map depicting the proposed allocation antenna site, a maximum class C 70 dBu contour (67.7 KM) and the community boundaries of Highland Village. The 70 dBu is shown only across the pertinent arc. Exhibit E, Figure 6 is also a Tiger map, but at a scale which allows for the entire 70 dBu contour. The scale of each map is shown on the map.

For Option II, Exhibit E, Figure 7 is a US Census Bureau Tiger Map depicting the KRJT proposed 70 dBu contour and its relationship to the community boundaries of Bowie. All gain areas (population and land) are the same for both options.

These exhibits depict that when the proposed facility modifications are made, channel 264C can be allocated to Highland Village as that community's first aural service, or remain at Bowie.

**DELETING CH 264C @ MOUNT PLEASANT  
& SUBSTITUTING CH 264C2 @ OVERTON.**

If channel 264C is allocated to Highland Village or upgraded at Bowie, there would be a short space of 73.67 kilometers to KPXI(FM) Mount Pleasant. However, after KPXI is reassigned to Overton as a class C2 on channel 264C2, all short spacing between the two stations is eliminated. Exhibit E, Figure 8 is an allocations study for channel 264C2 at Overton. A maximum class C2 70 dBu contour provides service for a radius of 32.6 kilometers. A site restriction of 21.80 kilometers (@ 334.2°) will be required to protect the class C2 facility of KRTX(FM) Jasper, Texas. This channel has been deleted at Jasper, but since it remains in the Commission's Data Base, the Joint Petitioners have chosen to protect it. The allocations study also considers KRJT at its proposed class C site on channel 264.

Exhibit E, Figure 9 is a computer generated map depicting the present and proposed 60 dBu contours of KPXI. The dark shaded area is proposed land area loss when the community of license change is made, while the light shaded area is land gained with the move. Presently KPXI provides 60 dBu service to 16,460.70 square kilometers (100 KW ERP @ 300 meters antenna HAAT) and the community of license change and change to class C2, will provide service to 8,560.3 square kilometers (50 KW @ 150 meters antenna HAAT). This is a land area service loss of 7,900.40 square kilometers.

However, as shown in Exhibit E, figure 10, KPXI population service comparison, KPXI presently serves 242,205



persons while as a class C2 at Overton, it will serve 321,484 persons with a 60 dBu contour. This is a net gain of 79,279 persons.

Exhibit E, figure 11 is a US Census Bureau Tiger Map with the allocation coordinates plotted by computer. A maximum class C2 70 dBu contour (32.6 KM) is added to depict that the allocation (while protecting KRTX, KRJT & channel 262A @ Tatum) provides the required signal strength to 100% of Overton.

Exhibit E, Figure 12 is the results of a study of service remaining in the loss area of KPXI after the proposed deletion of channel 264C at Mount Pleasant is effectuated. The study is shown in map form. All area AM and FM stations were considered with FM stations being shown with their present 60 dBu contours and all AM stations shown with their .5 mV/m contours. Figure 12B is a list of the stations included in the study. Each facility is numbered with the same number appearing on its contour in Figure 12. As depicted by the study, no areas of the KPXI loss area will be left with less than 5 services.

#### SUBSTITUTING CH 291A @ SULPHUR

As stated earlier, the licensee of KFXT is forfeiting its one step class C3 upgrade. Therefore, all comparisons are to be made between the present licensed facility of KFXT on channel 265A and the proposed substitution of channel 291A.